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# **Communication Strategy**

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**BPRE**

**Communication Strategy**

**January 5, 2004**



# BPRE Communication Strategy

## Overview

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**BPRE Strategy**  
• 5 Organizing Questions

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**Core Messages**

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**BPRE Communication Strategy**

- Audiences
- Challenges
- Assets & Strengths

**Implementation Planning**

- Education
- Public & Media Outreach



**Outcomes**

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## Core Messages

1. Space research is essential to exploration and discovery
2. Everyone benefits from investments in space research
3. BPRE is a global leader in space research
4. BPRE is a cool place to work!



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## Four Primary Audiences

### Public + Media

- Policy Makers
- Other Govt. Agencies
- General Public
- Industry
- Academia
- Retirees

### Education

- Students
- Teachers
- Non-traditional
- Higher Ed.

### Internal to BPRE

- Executives
- Managers
- Staff and Contractors
- Field Centers

### Internal to Agency

- Executive Team
- Other Enterprises
- Staff Offices
- Contractors
- NASA Alumni



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## Challenges to Overcome

### Education

- Decline in student enrollment in science and engineering

### Public + Media

- NASA failures
- Lack of knowledge about space research
- Lack of vocal support for the investment

### Internal to BPRE

- Limited sharing of information
- Silo mentality (HQ/Centers)
- Uncertainty of future
- New leadership
- Fear of change
- Lack of BPRE Brand/Identity

### Internal to Agency

- Identity confusion, lack of clear brand
- Lack of knowledge within Agency about BPRE science
- Low visibility



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# Communication Strategy

## Assets & Strengths

- **Exciting mission!**
- **Smart, dedicated work force**
- **Favorable Public Support**
  - People know about the Shuttle, the Hubble Space Telescope...
- **NASA Heroes**
  - Astronauts, Scientists, Engineers, Retirees, etc.
- **Influential Champions**
  - In Congress, within the Administration, academia, the science community, contractors, students, and teachers
- **Strong Center Presence**
- **International Partners**
- **International Space Station**

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# Communication Strategy

## Communication Road Map



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## Outcomes

- Popular media and professional publications regularly feature space research news
- Space research events have maximum attendance
- Endorsements and support from target audiences (e.g., AARP, professional & educational associations, etc.)
- Increased leveraging through industry, associations, NASA Enterprises, and others
- Education and Outreach projects are linked to our four science organizing questions
- Our workforce, our partners, and the NASA family have the tools and information to effectively tell the BPRE story





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**In 2 years...**

- **Our Primary audiences are regularly informed about the value of Space Research**
- **There is strong advocacy for Space Research by key “influentials” (e.g.: Congress, media, researchers, industry, targeted audiences)**
- **There is high demand for BPRE’s outreach programs**
- **We have a strong and effective team who tell the exciting BPRE story**

